

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF CLAIMS:

1. (currently amended) Back of a watch case comprising a cover (4) that defines the external surface of the back, characterized by a false back (11) installed against the internal surface of said cover, wherein an identification element (5, 6) is installed between said cover (4) and said false back (11).
2. (currently amended) Back of a watch case according to the claim 1, wherein said false back (11) comprises a decoration (10) ~~on the mirror-side surface.~~
3. (original) Back of a watch case according to claim 2, wherein said decoration (10) is marked in the thickness of said false back (11).
4. (previously presented) Back of a watch case according to claim 1, wherein said false back (11) has an even thickness and wherein said cover (4) comprises means of attachment (40, 42) to the middle (7) of the watch case.

5. (previously presented) Back of a watch case according to claim 1, wherein said false back (11) is attached securely against said internal surface of said cover (4).
- 6-7. (canceled)
8. (currently amended) Back of a watch case according to claim ~~[[7]]~~ 16, wherein said electronic circuit (5) is fixed in said cavity by way of a double-sided adhesive.
9. (currently amended) Back of a watch case according to claim ~~[[7]]~~ 16, wherein said electronic circuit (5) is coated with resin.
10. (currently amended) Back of a watch case according to ~~claims~~ claim 1, wherein said cover (4) and/or said false back (11) are metal.
11. (canceled)
12. (currently amended) Process of production of the back of a watch case, comprising the following step:
installation of a false back (11) against the internal surface of the cover (4) of the back, comprising, moreover, a prior step of stamping of said false back (11) from a plate (1) of even thickness, and performing a prior step of engraving of a decoration (10) on one surface of said plate.

13-15. (canceled)

16. (new) Back of a watch case comprising a cover (4) that defines the external surface of the back, characterized by a false back (11) installed against the internal surface of said cover, wherein said identification element comprises an electronic circuit (5) and an antenna (6) installed in a cavity between said cover and said false back.

17. (new) Process of production of the back of a watch case, comprising the following step:
installation of a false back (11) against the internal surface of the cover (4) of the back, comprising, moreover, a step of insertion of an electronic identification element (5) between said cover (4) and said false back (11).